



**ANNUAL REPORT
TO OUR COMMUNITY
2008**

Proudly Led by:



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ANNUAL REPORT 2008



A Message from Safe Kids Washington State

As Safe Kids Washington moves into our 10th year, it is gratifying and even amazing to look back at the organization's accomplishments. Nonetheless, the reason for our founding still exists, and it is just as compelling as it was in 1999:

Preventable injuries are a leading threat to children in Washington State.

Over the past year, Safe Kids Washington worked to further our effectiveness and deepen our partnerships by establishing a statewide advisory committee. We are already working toward a stronger, more strategic future where Safe Kids Washington becomes a support for local coalitions and a respected leader in injury prevention across the state.

Safe Kids Washington can only succeed in our mission with the dedication of volunteers who donate thousands of hours to Safe Kids Coalitions across Washington State and with the generosity and support of our committed partners, including:

- Harborview Injury Prevention and Research Center
- Johnson & Johnson;
- Roy Robinson Chevrolet, Subaru & RV
- Seattle Children's
- State Farm®
- Washington Poison Center;
- Washington Safety Restraint Coalition.

Thank you for another wonderful year.

We believe keeping children safe is an investment—in their lives and in the future of our world.

With education, resources and better laws to protect our children, we are making a difference.

About Safe Kids Washington

The History of Safe Kids Washington

Safe Kids Washington State (SKWA) was established in March 1999. Prior to that, Washington State had five coalitions (Spokane, Thurston, Clark, Lower Columbia and Yakima). Presently, there are 15 coalitions, three chapters and a state coalition.

Washington State was one of the original states (Washington, Georgia and Oklahoma) to initiate the State Office Governance Structure in 2004. In 2006 a continuation of the State Office Governance began with seven states (Washington, Oregon, Kansas, Michigan, Georgia, North Carolina and Utah). In 2004, SKWA began to change its way of doing business from an event focused coalition to a state coalition. At that time we developed the statewide meeting network and system of quarterly meetings designed to support local coalition & chapter coordinators in their important work.

Lead Agency

The Washington State Department of Health (DOH) has been the lead agency since the beginning of SKWA. DOH provides SKWA with a half-time position, administrative support, office space and other resources. DOH also provides funding for the work of SKWA, including: travel, meeting rooms, car seats, insurance for the Safe Kids van, and more.

Seattle Children's has been a partner and the Chair of SKWA since it was established. Both organizations are excited to continue in this public-private partnership.

Advisory Committee

A Safe Kids Washington Advisory Committee was created in 2008. The Advisory Committee established By-Laws and elected members into the role of President, Vice President and Secretary. The Advisory Committee is currently developing a Safe Kids Washington Strategic Plan for completion in 2009. The Committee meets quarterly and is actively recruiting additional member partners. Presently, the Committee is comprised of ten members.

Mission:

Safe Kids Washington leads coalitions of community partners to prevent accidental injury and death to children ages 14 and under. SKWA empowers families and communities to:

- Educate adults and children;
- Create safe environments;
- Conduct research;
- Advocate for public policy.

Vision:

Eliminate Accidental Childhood Injury Across Washington State

Target:

Safe Kids Washington will seek to measurably decrease the accidental injury death rate and/or injury rate in the areas we serve over the next 5 years.

Advisory Committee

Autumn Allen, Vice President
Washington Poison Center

Elizabeth Bennett, MPH, CHES,
Seattle Children's

Nancy Carpenter,
State Farm®

Bill Craig,
Skagit County Medic One

Beth Ebel, M.D., M.Sc., M.P.H.,
Harborview Injury Prevention
& Research Center

Theresa Fuller,
Grant County Health District

Terri S. Hotvedt, President
Johnson & Johnson

Kathryn Kruger, Secretary
Safety Restraint Coalition

Kathy J. Williams, MS
Washington State
Department of Health

Frank Graham,
Roy Robinson Chevrolet,
Subaru and RV

Partners

Safe Kids Washington could not succeed in our mission without the support of our partners. They provide financial support, advice, expertise, education, materials, equipment and much more. With their continued support, Safe Kids Washington's future is bright.

Johnson & Johnson

Johnson & Johnson is the Founding Sponsor of Safe Kids Worldwide and an active SKWA partner. During 2008, Johnson & Johnson raised awareness of SKWA by sponsoring legislative events, proclamations and resolutions.



Roy Robinson Chevrolet, Subaru and RV

Roy Robinson has proudly continued the Safe Kids / General Motors partnership in Washington State through participation in SKWA and ongoing support of Safe Kids Snohomish County.



Seattle Children's

Seattle Children's has been actively involved with SKWA since it was established in 1999, serving as chair and providing leadership support to the coalition.



State Farm®

State Farm® is committed to supporting the national Child Passenger Safety Certification Program as a partner of Safe Kids Worldwide. State Farm® is also collaborating with coalitions across the state to host car seat check events as part of State Farm® Child Safety Days. State Farm® hosted SKWA at the 2008 Seattle Auto Show.



Washington Poison Center

The Washington Poison Center (WPC) provided local coalitions with WPC Tool Kits, including information and a display kit on poison prevention.



Washington Safety Restraint Coalition

SKWA partnered with Washington State Safety Restraint Coalition (SRC) to host the Washington Child Passenger Safety Conference in September, 2008. The SRC serves local Safe Kids coalitions by providing training and support to certify child passenger safety technicians and distributes tools, car seats and mini grants to coalitions and technicians throughout the state.



Accomplishments

- **The June Leonard Memorial Mini Golf Tournament at the State Capitol, sponsored by Johnson & Johnson**
- **The Shohomish County Safe Kids – Evening of Awareness Event, sponsored by Johnson & Johnson**
- **A Clark County – Vancouver Legislative Reception, sponsored by Johnson & Johnson**
- **2008 WA State Senate Resolution 8707 – Honoring Safe Kids Week**
- **2008 WA State Governor’s Proclamation – Safe Kids Washington Week**
- **Statewide distribution of life jacket discount coupon in partnership with Big 5, Inland Northwest Drowning Prevention Coalition and Seattle Children’s**
- **Life jacket loaner boards in English and Spanish**
- **Co-sponsored two meetings of the Washington State Drowning Prevention Network**
- **Co-sponsored April Pools Day, reaching over 3,000 people with water safety skills and information**
- **Conducted survey about the use of life jacket loaner board with Seattle Children’s**
- **Five day exhibit on traffic safety with the 2008 Seattle Auto Show Title Sponsor, State Farm®**
- **Co-sponsored Child Passenger Safety Conference in partnership with Washington Safety Restraint Coalition**
- **Child Passenger Safety 32-hour training for technicians were held in Cowlitz, Benton-Franklin, Lewis, Thurston, and Pierce Counties sponsored by the Washington Safety Restraint Coalition**
- **Two Special Needs Training for CPS Technicians hosted by the Washington Safety Restraint Coalition**
- **Due in part to their support of Safe Kids, Roy Robinson Chevrolet Subaru and RV was voted the Greater Marysville Tulalip Chamber of Commerce 2008 Business of the Year**



Funding & In Kind Support

Safe Kids Worldwide

Safe Kids Worldwide granted over \$94,000 to SKWA and coalitions across the state in support of a broad range of programs, including: Safe Kids Walk This Way, Safe Kids Buckle Up, Kids Don't Float, and Safe Kids Week.

Preventive Health Block Grant

SKWA secured \$19,000 in federal Preventive Health Block Grant funds to support the child passenger safety among the local coalitions and at the Washington Child Passenger Safety Conference.

Roy Robinson Chevrolet, Subaru & RV

Roy Robinson recognizes the important work of Safe Kids by donating \$100 for each vehicle purchase made by a Safe Kids sponsor or volunteer. These donations go to purchasing additional child safety seats for special needs children.

Washington Traffic Safety Commission

Washington Traffic Safety Commission provided SKWA with over \$33,000 to be distributed to local coalitions as mini-grants for traffic related projects. Local Coalitions also received an additional \$14,000 through the same mini grants for travel related to injury prevention meetings and trainings.

In Kind Support

State Farm® provided signage and printing for the Seattle Auto Show valued at approximately \$4,000. That signage will be useful in future displays as well.

State Farm® supplied the printing of the 2008 Annual Report.

Washington State Parks and Recreation supplied over \$1,000 in PFDs to the coalitions who participated in the 2008 Life Jacket Loaner Board survey.

Seattle Children's hosted SKWA Advisory Council meetings and Safe Kids membership meeting throughout the year.

Roy Robinson Chevrolet, Subaru & RV continues their fleet purchase program for all Safe Kids sponsors and volunteers.



Local Coalitions

Benton-Franklin

Annie Goodwin / Jerry Tyler
Benton-Franklin
Health District

Blue Mountain

Debi Alessio
Walla Walla Fire Department

Chelan-Douglas

Eveline Roy
Douglas County
Fire District #2

Clark

Doris Girt / Marion Swendsen
Vancouver Police Department

Grant

Theresa Fuller
Grant Co Health District

King County South

Deb Will
Mary Bridge Children's
Hospital & Health Center

Kitsap

Michele Jennings
Mary Bridge Children's
Hospital & Health Center

Kittitas

Kim Smith
Kittitas County
Community Network

Lower Columbia

Tracey McDaniel
Cowlitz County EMS
& Trauma Care Council

Okanogan *

Crystal Pritchard
Okanogan County
Public Health

Pacific *

Eva Kanick
South Bend Police Dept.

Pierce

Michelle Nunez
Mary Bridge Children's
Hospital & Health Center

Skagit

Bill Craig
Skagit County Medic One

Snohomish

Shawneri Guzman
Providence Everett Medical
Center

Spokane

Marion Lee
Spokane Regional
Health District

Thurston

Erin Cavin
Child Care Action Council

Yakima

Kurt Tyrell / Brianne Baron
Yakima Valley
Memorial Hospital

Whatcom *

Amanda Bourgeois
North Region EMS
& Trauma Care Council





Programs Across The State

SKWA is unique in our ability to communicate prevention messages directly to kids and their families through our statewide network of coalitions. Our programs, involve media events, device distribution and hands-on educational activities for kids and their families. We aim to get communities across the state more involved in the safety of their children.

Safe Kids Week 2008: *Twenty Years of Preventing Accidental Injury*

As part of Safe Kids Worldwide’s vision for a national campaign to protect children from their leading killer: accidental injury, SKWA and coalitions across the state celebrated with safety fairs featuring the “Gear Up Games” in honor of the 2008 Olympics. Highlighting the important role Safe Kids has played in reducing the national and regional rate of unintentional childhood injury, SKWA held media events and obtained a statewide proclamation from the Washington State Legislature.



Bicycle & Wheeled Sports Safety

The single most effective safety device available to reduce head injury and death from bicycle and other wheeled sport crashes is a helmet. With this in mind, Safe Kids Coalitions distributed more than 6,000 low cost helmets in 2008 and provided bicycle & wheeled sport safety information to over 27,000 community members at more than 30 events across Washington State.

Home & Fire Safety

In an effort to keep children safe at home, local Safe Kids Coalitions distributed more than 1,200 smoke detectors, over 300 gunlocks, small parts testers and window locks. They also provided home & fire safety information at more than 15 events, reaching at least 1,500 community members.

Motor Vehicle: Safe Kids Buckle Up

The goal of Safe Kids Buckle Up is to ensure children are fully protected in vehicles, since motor vehicle crashes are the leading cause of death for children between 1 and 14. In 2008, Safe Kids Worldwide granted over \$56,000 to SKWA and local coalitions. Local coalitions used these funds to establish car seat programs in their local area.



This community education occurred in a variety of settings: car seat check ups; permanent inspection stations; health fairs; Cub Scout Automotive Safety Patch events; mobile car seat check vans travelling around the state and more. Across Washington State, coalitions partnered with GM/Chevy dealers, State Farm®, law enforcement, child passenger safety teams and volunteers to check more than 2,000 child passenger safety seats.

Pedestrian Safety: Walk This Way

Safe Kids
Walk
This
Way



Pedestrian injuries are the third leading cause of injury death for Washington children one to nine years old. In an effort to bring attention to pedestrian safety issues SKWA, local coalitions and program sponsor FedEx presented Safe Kids Walk This Way.

On October 8, 2008 children, parents and community leaders across the state joined together in celebration of International Walk to School Day.

Coalitions reached out to their communities to

build awareness for safe pedestrian behaviors, alert drivers to pedestrian rights and raise concern about dangerous pedestrian environments. Across the state, more than 4,000 children participated in these educational opportunities.

Halloween is an exciting holiday for children, but they can be vulnerable to injury on this night. In fact, October 31 is the most dangerous day of the year for child pedestrians. Safe Kids Worldwide and FedEx provided grant opportunities for five coalitions in Washington State to address child pedestrian safety on Halloween. Approximately 3,000 children participated in these events.



Two local coalitions, Clark & King County South, were selected by Safe Kids USA to conduct research on Distracted Drivers. Using cell phones, text messaging, watching DVDs, eating and using navigational systems are common sources of distractions for many drivers. This research investigates the issue of driver behavior by observing the prevalence of distracted drivers in middle and junior high school zones and testing the effectiveness of innovative safety messaging. This research is the first step in developing another program aimed at keeping kids safe.

Poison Safety

The Washington Poison Center, in partnership with local coalitions across Washington State, developed a Poison Safety Tool Kit. These kits provide brochures, displays and education so coalitions can educate their community on the important role of poison prevention.

Toy Safety

Play is an important part of every child's development. Most toys are quite safe; however, they can become dangerous if misused or given to children who are too young to play with them.

SKWA, in partnership with Washington State Department of Health, developed a Children's Health & Safety web page with information on Children's Product Recalls, Toy Safety and more.



Borrow a Life Jacket
Toma prestado un chaleco salvavidas

- Borrow a life jacket.** Toma prestado un chaleco salvavidas.
- Check the label -- Choose the right size.** Comprueba la etiqueta -- Elige el tamaño correcto.
- Fasten all buckles, zippers and straps.** Abrocha todas las hebillas, cremas y correas.
- Make sure it fits. It should be snug, but not tight.** Asegúrate que te quede bien. Debe quedarte ajustado pero no apretado.
- Wear it here. Leave it here.** Úsalo aquí. Déjalo aquí.

Supported by: Washington State Drowning Prevention Network, Safe Kids, Life Jackets Save Lives / Los chalecos salvavidas salvan vidas



Water Safety

Some of the most popular pastimes in Washington State are swimming, boating and other forms of water recreation. In some circumstances, these activities can prove dangerous and fatal. Drowning is the second leading cause of injury death for Washington children ages 1-17.



SKWA, partnering with Seattle King County Public Health, Seattle Children's, Washington State Parks & Recreation and

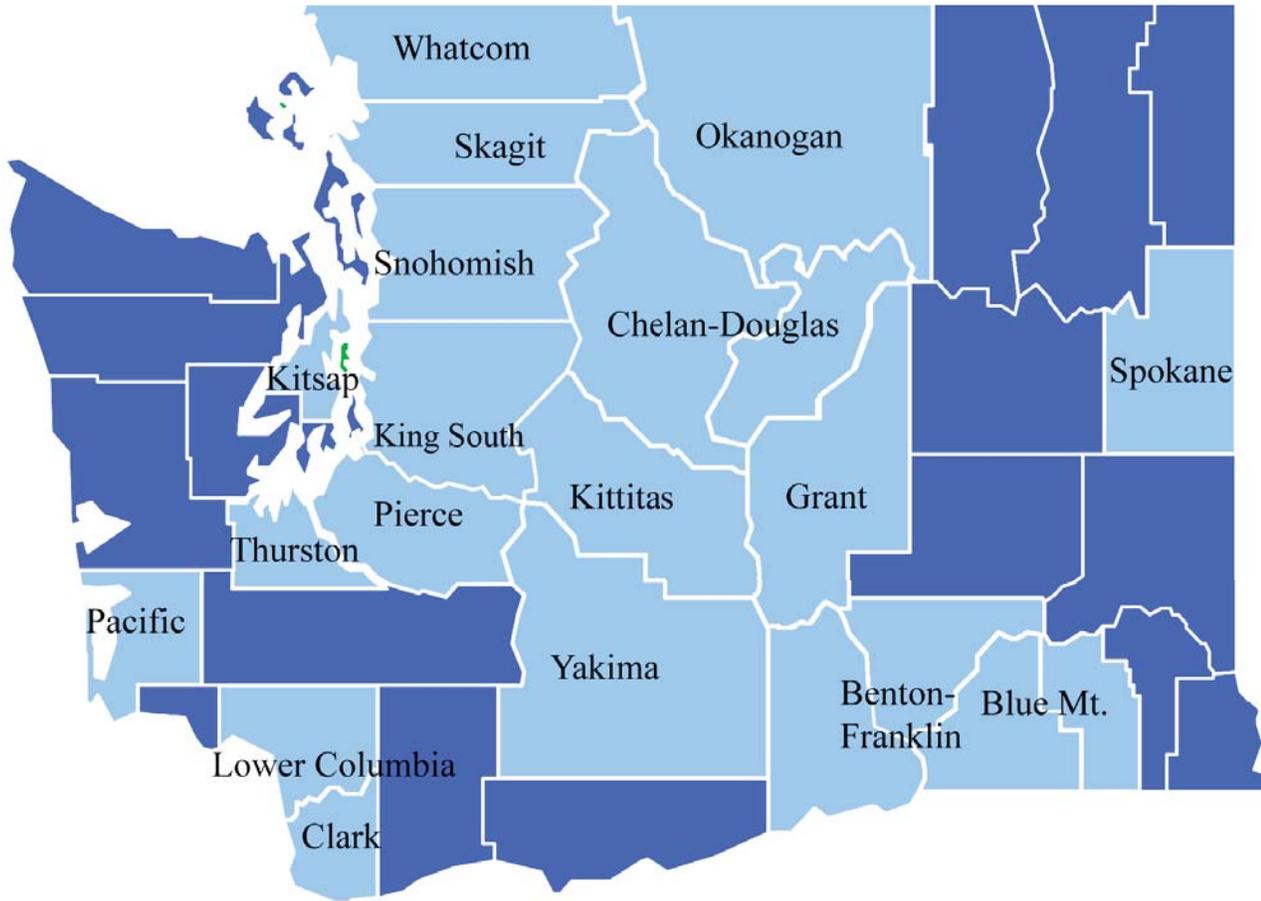
Department of Health lead the Washington State Drowning Prevention Network. The network is a collaboration of many agencies and organizations focused on drowning risk reduction and prevention.

In 2008, Safe Kids Worldwide and the US Coast Guard offered a grant to support the Kids' Don't Float program initiative. The goal of Kids Don't Float is to prevent open water drowning to children. Five coalitions received grant funds equaling \$16,000 total. These five coalitions, Benton-Franklin, Lower Columbia, Yakima, Kitsap and Pierce, purchased PFDs, either maintained existing or build new Life Jacket Loner Boards and conducted water safety events.



In the summer of 2008, local coalitions conducted surveys with participants at locations of Life Jacket Loaner Boards. Over 120 people were surveyed in 5 counties. The reasons for borrowing a PFD ranged from safety, a child that does not know how to swim, non-life guarded beaches and didn't have their own PFD. The survey was helpful for PFD board contacts in knowing where to place the boards and how to make them usable by the public.

State Map of Coalitions



The logo features a large blue circle containing the organization's name and contact information. This circle is set against a background of orange and lime green geometric shapes: a vertical orange bar on the left, a horizontal lime green bar at the top, and a vertical orange bar on the right.

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